

Richie Olivares

Revenue Leader · GTM Operator · Systems Builder

Sales Leadership · Strategic Partnerships · AI Implementation

Lehi, Utah (Salt Lake City Metro) |

(801) 427-1998 | izelrichie@gmail.com | linkedin.com/in/richieolivares | richieolivares.com | Trilingual: English, Spanish & Portuguese

SUMMARY

GTM and revenue leader with over a decade generating pipeline, closing customer contracts, launching markets, and building sales organizations, then connecting CRM, automation, and AI to customer acquisition so growth becomes repeatable and measurable. A proven individual producer and team builder across field sales, solar, and fiber, now applying practical AI-enabled revenue systems to modern go-to-market.

CORE COMPETENCIES

- GTM & pipeline generation
- Consultative discovery & closing
- Market launches & expansion
- Forecasting & Salesforce reporting
- Partner-economics negotiation
- Sales leadership & enablement
- Recruiting, training & coaching
- Channel & partnership development
- CRM architecture & automation
- AI-enabled acquisition systems

PROFESSIONAL EXPERIENCE

AmplifAI Me · Founder, AI Revenue Systems

2025 – Present

Lehi, UT

- Build AI-enabled customer-acquisition systems for service businesses: websites, landing pages, CRM pipelines, calendars, digital contracts, A2P messaging, Stripe, APIs, webhooks, SEO, and AI workflows, as one connected operating system.
- Turned an internal systems build into a **recurring-revenue practice**; launch production-ready websites and CRM environments in about one business day; reached **sub-\$10 cost per lead** in selected paid campaigns.

Google Fiber · Senior Sales Consultant

Apr 2025 – Apr 2026

Salt Lake City, UT

- Averaged **~50 monthly activations against a quota of 28 (~179% attainment)**, with a personal best of 72 in a single month.
- Self-sourced **100% of pipeline** and maintained a **90%+ signup-to-connection rate**.
- Earned **G5 top-5% company recognition twice** and G25 top-25% recognition once; coached peers on prospecting and objection handling.

Gen Sales · Field Regional Manager, Fiber Sales

May 2024 – Apr 2025

Lehi, UT · Nationwide field operations

- Recruited, trained, and supervised a nationwide traveling organization of **~60 agents** across Kinetic, Fidium, Vexus, and AT&T fiber campaigns.
- Directed multi-market execution averaging **~8 completed customer contracts per day**; built onboarding, coaching, and accountability systems that improved ramp and conversion consistency.

- Launched the Reno market and built a directly recruited **30–45 rep organization producing ~60 monthly customer contracts**.
- Recruited 3–4 outside dealer organizations, negotiated pricing and commission economics directly with owners, and onboarded partners in 3–7 days.
- Contributed to installer growth from **~13 to ~120 monthly contracts** at peak; helped the group become **HDM's #2 sales organization nationally in 2023**.
- Ran twice-weekly enablement and built GoHighLevel onboarding workflows for new representatives.

- Led full-cycle customer acquisition across four markets, averaging **8–12 personal contracts per month (best month of 17) at a 40–50% close rate**, with ~70% of pipeline self-generated.
- Won an **estimated ~80% of competitive proposals**; structured complex financing across seven lender platforms (GoodLeap, Dividend, Mosaic, Service Finance, Sunlight Financial, Credit Human, Sungage).

Earlier experience: Solar sales and dealer operations, 2018–2019: Quick Systems, Icon Power, and Solar Nights (owner-operated dealer). Began U.S. sales career at Dish Network (2014).

EDUCATION

Brigham Young University, Marriott School of Management, Provo, UT
B.S., Management (Marketing emphasis) · Minor in Information Technology, Ira A. Fulton College of Engineering. Educational committee leader, BYU Latino Club; member, ALPFA. Worked 20–30 hours weekly while covering full college expenses.

TECHNOLOGY

Revenue platforms	Salesforce · GoHighLevel · Stripe · digital contracts · calendars · pipeline architecture
AI & automation	ChatGPT · Claude · Gemini · APIs · webhooks · lead nurturing · workflow automation
Growth & analytics	Meta Ads · Google Ads · SEO · landing pages · attribution · A/B testing · reporting
Technical execution	Cloudflare · DNS · GitHub · OAuth · JSON · SQL familiarity